

# Village Parenting

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Paula Claire

# Project overview



## The product:

Village Parenting is an app for first time parents who want to know their neighborhood, get second hand items, get involved with the community and share their skills, become a little village of help.



## Project duration:

February 2023



# Project overview



## The problem:

First time parents want to build a community that helps them to create a Village of help around.



## The goal:

Help first time parents to build a community with their neighbors, getting second hand items, sharing recommendations and skills around it.

# Project overview



## My role:

UX designer leading the app and responsive website design from conception to delivery



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary



Village Parenting interview questions where focus in two necessities, building community and sharing second hand items. The interviews were made to first time parents that live in the same neighborhood. The feedback received through the research made it clear that the users will like to use the app to build community, find usefulls items that will be outgrow fast and share skills as a way to volunteer and help the neighborhood.

# Persona 1: ROMER

## Problem statement:

Romer is first time parent who need find things to do around the neighborhood, share his skills and find second hand items for his son



### Romer

**Age:**30  
**Education:** Engineer  
**Hometown:** Virginia  
**Family:** Wife and Son  
**Occupation:** developer

*"Sometimes fatherhood can feel so lonely I wish I could recommendations for things to do around the neighborhood"*

### Goals

- Find relatable and trustful advice for activities to do near home
- Find second-hand items
- Built a community base on sharing skills.

### Frustrations

- It's hard to find activities to do around.
- Try to build a community around it's hard.
- Being a first-time parent can be very expensive.

Romer and his wife are new parents since his son was born they want to find activities to do around the neighborhood, build community and find second-hand items they can use at the same time.

# Persona 2: Liz

## Problem statement:

Liz is a first time mother who is overwhelmed by how fast his son is growing and needs a way to get second hand items for his son and some way to volunteer in the neighborhood.



Liz

**Age:**28  
**Education:** Engineer  
**Hometown:** Virginia  
**Family:** Husband and son  
**Occupation:** Developer

*"As a new mom, I'm overwhelmed every day, I see my son outgrow items so fast"*

### Goals

- Find second-hand items for my son
- Get to know better neighborhoods and family activities near.
- Volunteer for the neighborhood

### Frustrations

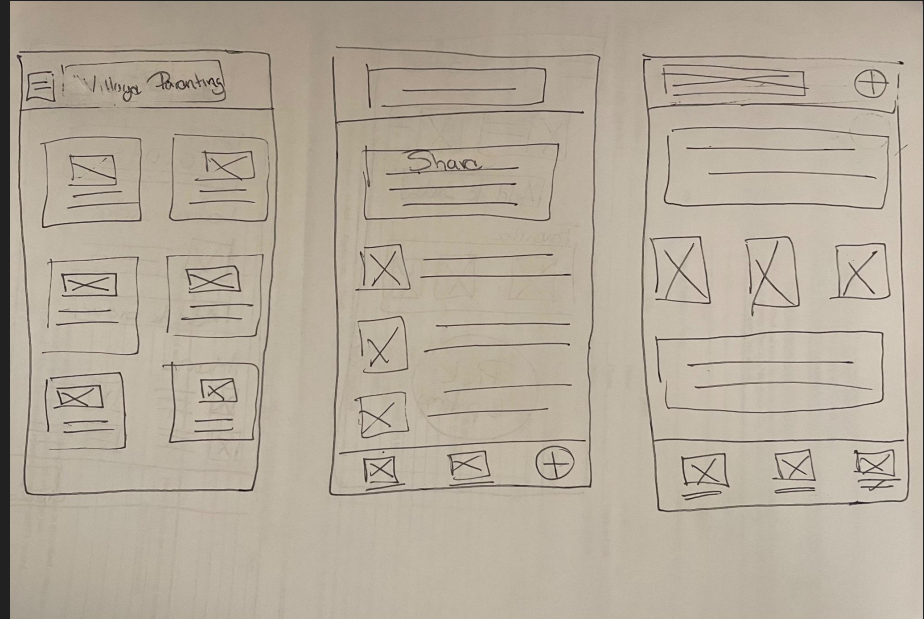
- Kids grow out items way too fast.
- I don't know where to go with my son and family.

Liz is a first-time mother. With her husband, they want to be more involved with their community and find second-hand items for their son who is growing fast.



# Competitive audit

The main goal was to create an app that will help first time parents create a community while they can access to second items .

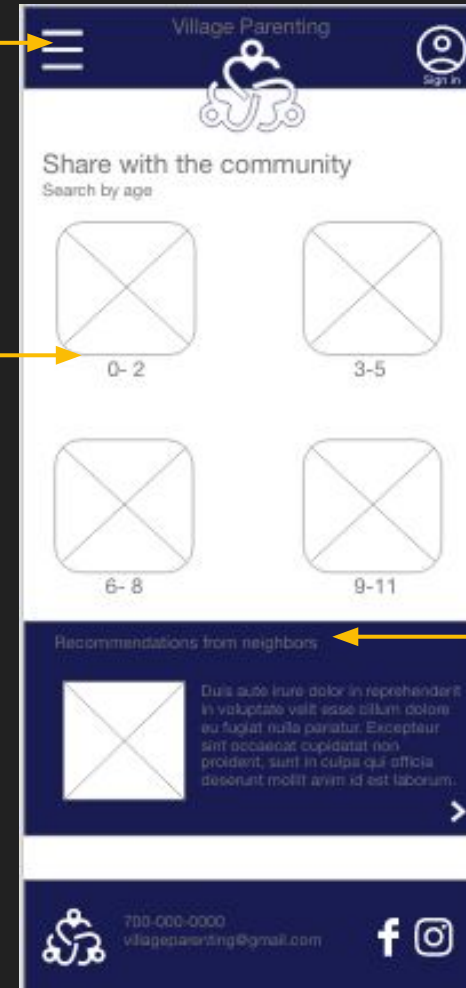




# Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Village Parenting app. These designs focused showing the user the main elements of the app.

A quick and easy way to see items that users are offering.



A quick and easy way to see items that users are offering, direct way to check recommendations

# Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.

View:

<https://xd.adobe.com/view/f8289e72-534d-4dca-901d-3ad491fdb658-ad7b/?fullscreen&hints=off>



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

DC METRO AREA, VIRGINIA



## Participants:

7 participants



## Length:

40-60minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## SIGN UP BUTTON

There is a need for a create an account or sign up button on the homepage

2

## CONFIRMATION MESSAGE

We need to add some sort of confirmation for the sent messages

3

## BUTTON FOR RECOMMENDATIONS

We need a button that let the user see more recommendations

## Refining the design

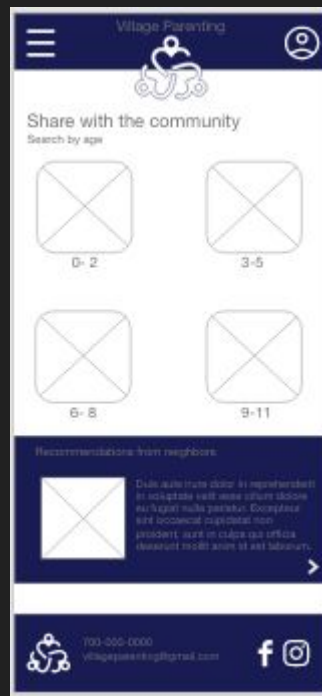
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- Mockups
- High-fidelity prototype
- Accessibility

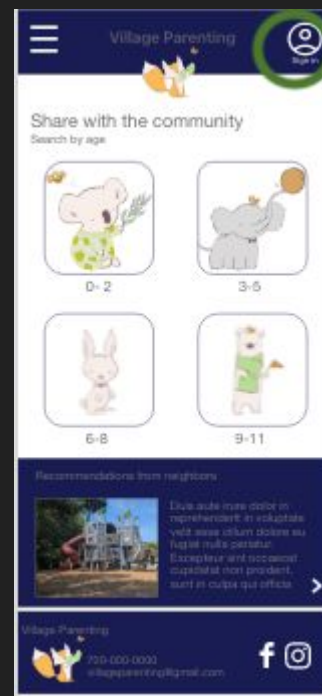
# Mockups

Based on the insights from the usability studies, applied design changes like creating a sign up button in the home screen. Adding this clarification will help the user sign up faster to the platform

Before usability study



After usability study

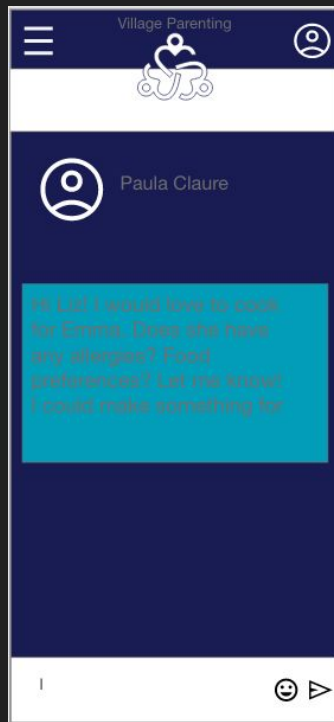




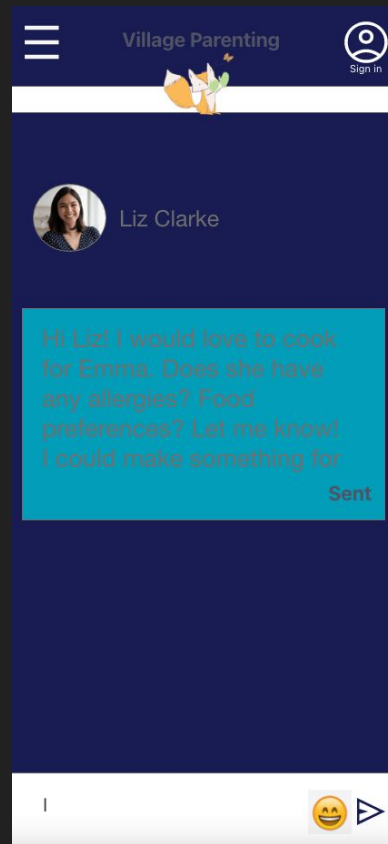
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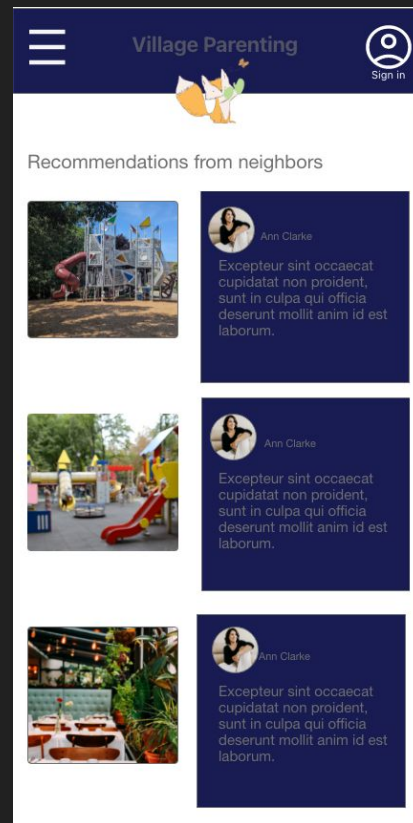
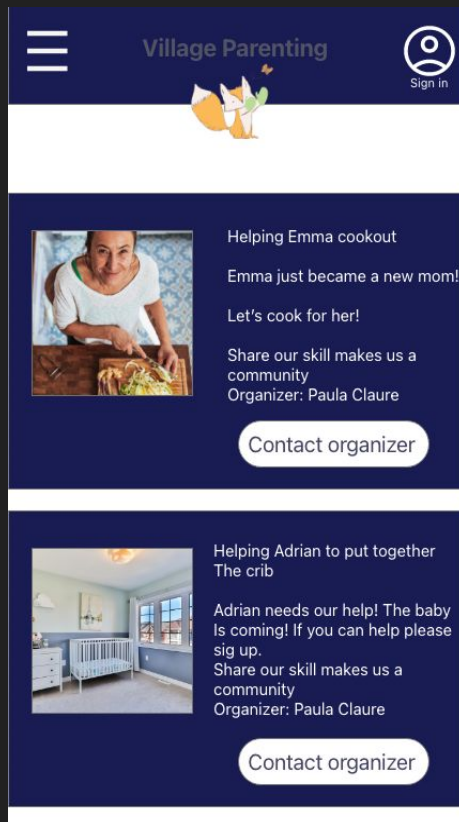
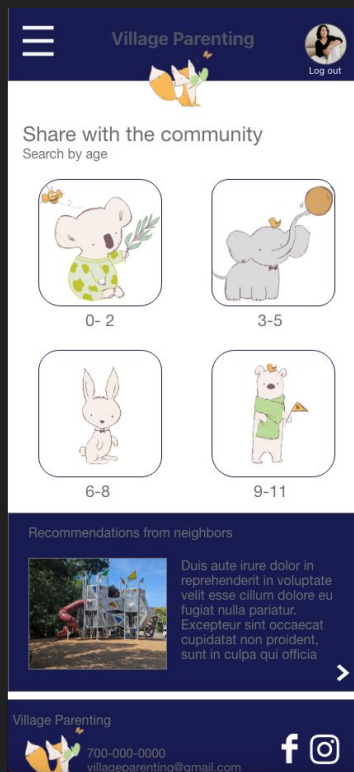
Before usability study



After usability study



# Mockups

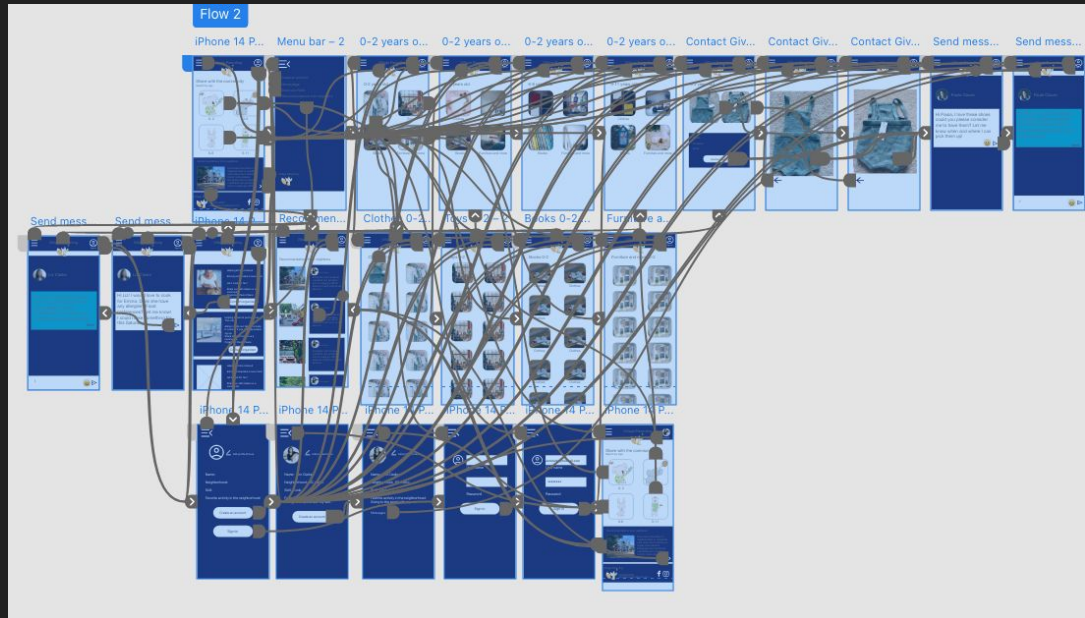


# High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View:

<https://xd.adobe.com/view/91140fe4-bc6a-4e0e-bd30-611a98f6798a-c447/?fullscreen&hints=off>



# Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

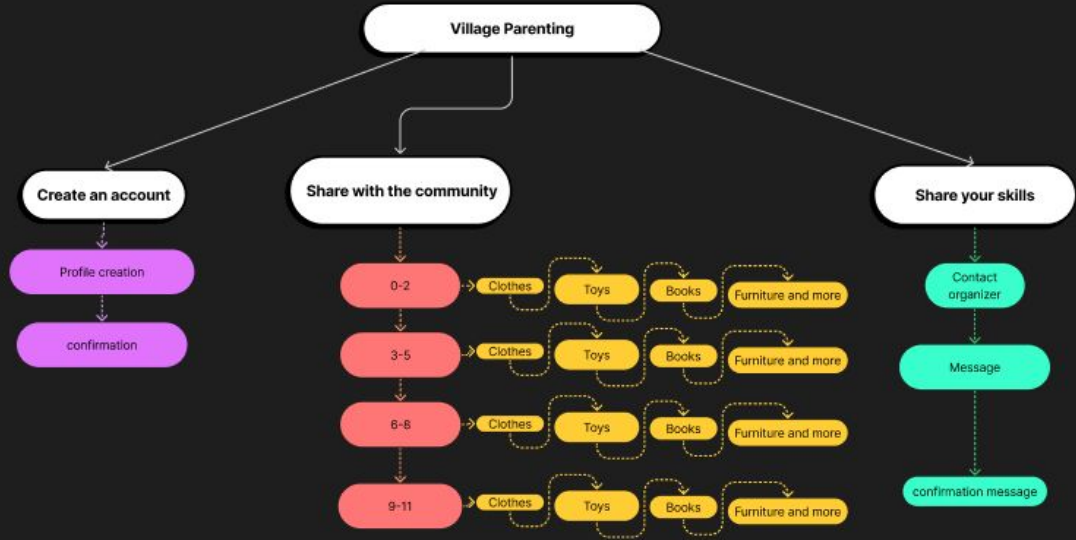
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# Responsive Design

- Information architecture
- Responsive design

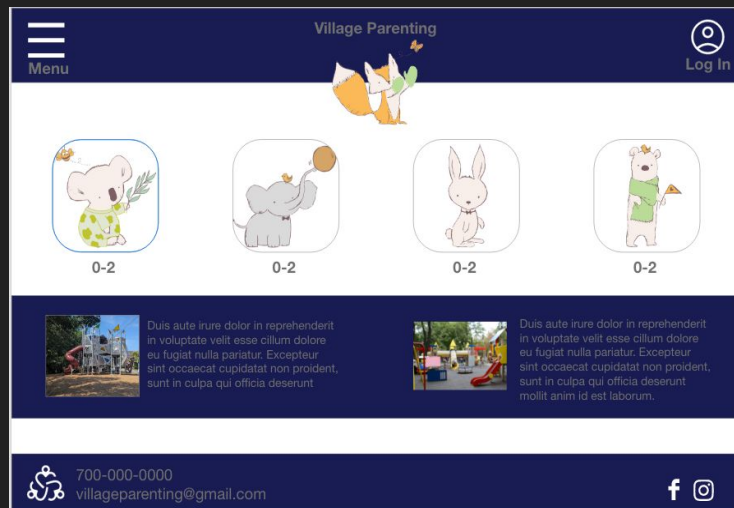
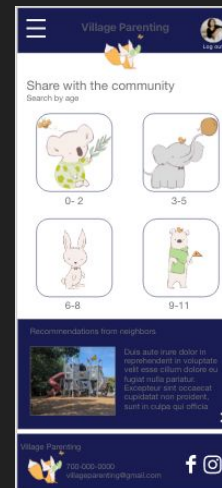
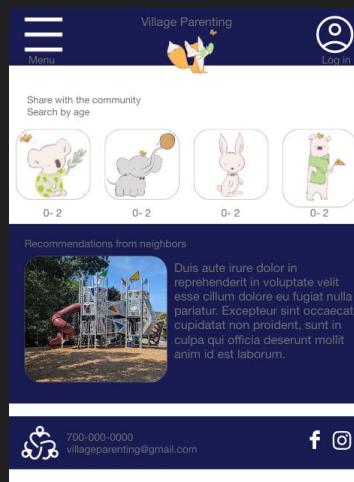
# Sitemap

With the app designs completed, I started work on designing the responsive website. I used the VILLAGE PARENTING sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



# Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.



## Going forward

- Takeaways
- Next steps



# Takeaways



## Impact:

Users shared that Parent Village app can help for first time parents to connect with their community, volunteer and get to know more about their neighborhood and save many while they help the environment.



## What I learned:

I learned that even though the problem I was trying to solve was a big one, understanding my main goal and the mindset of my audience will help me to create a design process that will aligning with specific user needs.

# Next steps

1

Conduct research on how successful the app is in reaching the goal to reduce food waste.

2

Add more educational resources for users to learn about food waste.

3

Provide incentives and rewards to users for successfully reducing their food waste.

# Let's connect!



Thank you for your time reviewing my work on the Food Saver app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: [claire.paula.andrea@gmail.com](mailto:claire.paula.andrea@gmail.com)